GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Sports & Youth Services – Submission of concept note on Andhra Pradesh Youth Innovation and Entrepreneurship Awards (Future Stars Awards) for approval of government – Approved –Orders – Issued.

YOUTH ADVANCEMENT TOURISM & CULTURE (Sps. & YS) DEPARTMENT

G.O.Rt. No.282 **Date 26.09.2016**
Read:-

From the Special Commissioner of Youth Services, Lr. No.393-B/YS/2016, dt.24.08.2016.

&&&&

ORDER:-

In the reference 1st read above, the Special Commissioner of Youth Services has been proposed to conduct various Youth Welfare Programmes / activities during the current financial year i.e., 2016-17, in which **"Innovation and Entrepreneurship Award"** is one among them

2. She has furnished the concept note on A.P. Youth Innovation and Entrepreneurship Awards on the key objectives, operationalization, budget, award categories, periodicity, eligibility criteria, submission process etc., for consideration and approval of the Government for initiating further action.

3. Government after careful examination of the matter hereby approve the concept note on Andhra Pradesh Youth Innovation & Entrepreneurship Awards (Future State Awards) which is annexed to the orders.

4. The Special Commissioner of Youth Services shall take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

L.V.SUBRAHMANYAM
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Special Commissioner of Youth Services,
Secunderabad.

// FORWARDED :: BY ORDER:://

SECTION OFFICER

(Contd. Annexure)

(Annexure G.O. Rt. No. 282, Date.26.09.2016)

ANDHRA PRADESH YOUTH INNOVATION and ENTREPRENEURSHIP AWARD

Introduction

Future Stars - The Andhra Pradesh Youth Innovation and Entrepreneurship Award aims to reward young leaders, inventors, innovators and entrepreneurs. Young social leaders, inventors & innovators and entrepreneurs are important catalysts for a holistic and comprehensive growth of the state. This segment of community is the future of the state which will take initiatives vital for socio-economic sustainability. These people will also bring impetus to the ideals of "Quality, Inclusion, Equity to all, Environment Friendly, Participatory and Best Practices" driven growth of the state.

Key Objectives

Future Stars Awards are being developed with two main objectives:

1. To identify and publicly recognize the excellence of Social Leaders, Young Inventor & Innovators and Entrepreneurs who have been the most successful in continuously developing a stream of value-creating new products and services.
2. To provide a learning vehicle for the sharing of the winning awardees' individual best practices with "Young Andhra Pradesh".

Operationalising the Future Stars Awards

Future Stars Awards will be an Annual Awards Programme for the whole state. There will be two levels of Awards. The first level of awards will be at District Level and the second level will be State Level.

1. District Future Stars:

There will be 3 awards per district (1st, 2nd and 3rd). The details of these awards are as following:

Award	Cash (INR lakhs)	Citation/ Recognition	Exposure/ Training
1st	1.00	To avail low cost loans without margin money & grants for self-employment	Within the Indian states
2nd	0.75		Within the state of AP
3rd	0.50	Recommendation for further skilling	Within the district

2. Women Future Stars, SC/ST Future Stars and Physically Challenged Future Stars Awards:

There will be 5 awards in each of the above categories for the whole state (1st, 2nd, 3rd and 2 consolations). The details of these awards are as following:

Award	Cash (INR lakhs)	No. of awards	Citation/ Recognition	Exposure/ Training
1st	2.00	3	To avail low cost loans without margin money & grants for self-employment	Within the Indian states
2nd	1.00	3		Within the state of AP
3rd	0.75	3		Within the district
consolation	0.50	6	Recommendation for further skilling	Within the district

3. State Future Stars:

There will be 10 state level awards in this category. The winners will be selected from the district level awards list based on recommendations and final decision of the state level **Future Stars Awards** committee. The details of these awards are as following:

Award	No. of Awards	Cash (INR lakhs)	Citation/ Recognition	Exposure/ Training
1st	1	10.00	To avail low cost loans without margin money & grants for self-employment	In Developed countries
2nd	1	7.50		In South Asian countries
3rd	1	5.00		In Indian Institutions
Consolation	7	2.00	Recommended for skilling	Within the state of AP

AWARDS Budget:

Award	No. of Awards	Cash (INR lakhs)	Total cash expenditure	Exposure/ Training expenditure	Total Budget (In INR Lakhs)
State					
1st	1	10.00	10.00	2.00	12.00
2nd	1	7.50	7.50	1.50	9.00
3rd	1	5	5.00	1.00	6.00

Consolation	7	2	14.00	1.40	15.40
			36.50	5.90	42.40
District (For 13 districts)					
1st	13	1.00	13.00	1.30	14.30
2nd	13	0.75	9.75	1.00	10.75
3rd	13	0.5	6.50	0.70	7.20
			29.25	3.00	32.25
Women, SC/ST and Physically Challenged (1st, 2nd, 3rd & 2 consolation)					
1st	3	2.00	6.00	0.60	6.60
2nd	3	1.00	3.00	0.30	3.30
3rd	3	0.75	2.25	0.225	2.475
Consolation	6	0.50	3.00	0.30	3.30
			14.25	1.425	15.675
Grand Total (Rupees Ninety Lakhs and Thirty Three Thousands only)					**90.33**

Award Categories

There are six categories for **Future Stars Awards** and projects can be entered into only one of them (Young individuals to be self-nominated by application or by nomination).
All the six categories will essentially evaluate the applications on "Entrepreneurial Value in terms of Technology or Social Services to communities or Economic returns". The entries will be essentially in the form of an Idea or a design or a prototype depicted in the form of a proposal backed by photos or illustrations or case studies or a film of the work/ product/services etc.

Social and Environmental Concerns

Future Stars Awards will be presented to young people/youth organizations who have demonstrated outstanding leadership efforts in promoting and supporting social or environmental concerns that have impacted other youth or community environments; and/or have created a ripple effect and growth. This award will help share best practice and case studies of excellence, and deliver the changes needed to ensure a sustainable future for all. This award will recognize excellent youth who have excelled in tackling climate change, resolving ecological crisis and protecting environment in their communities.

Literature, Print, Audio-Visual, Performing arts and Internet Media

Future Stars Awards is designed to recognize young talent engaged in creative writing, information dissemination and printing, painting, film making, acting, Audio-visual and internet based content development. There may be a number of Street Theatre groups, performers of traditional dance forms like Kuchipudi, Vilasini Natyam, Dappu etc., young budding actors, film makers, social media activists and much more awaiting such recognition. These are the future enterprises of any state and will bring a lot of global attention to "Young AP".

Technology Adoption, innovation & invention, best practices in new-age technologies in an enterprise

Future Stars Awards aims to seek the best of technical and scientific minds in the state who have by virtue of a technology adoption, an innovation or invention been able to achieve an impressive bottom line of a business or have been able to create a market or have reached out to a new customer segment or something which hitherto didn't exist in the said business segment. The same may be said about adoption of best practices, demonstration of a new age technology etc.

Sports and Entertainment

Outstanding performers, Initiators of Adventure Sports in the state, Youth Sports Icons for hitherto un-recognised games, Sports Promoters or Entrepreneurs organising commercial sports events, organisers of festivals, fairs, entertainment events generating employment, professionals wishing to organise unconventional events (rural sports events, training academy, branding of sports personalities etc.), any other ideas which have been unconventional yet popular. These all can be part of the applications for **Future Stars Awards**. The jury will have to be assessing the potentiality of the idea or results of a trial or a trailer of a film.

Agriculture and Rural Development

The rural and farming communities of Andhra Pradesh have demonstrated their abilities by being pioneers in several forefronts of Agriculture and rural development. There are early adopters of technology, there are conservationists of sustainable agriculture, there are commercial farming successes and the state is full of

enthusiasts who are willing to risk their livelihood for new initiatives. To recognise such youngsters who may lead the pack and establish Young Andhra Pradesh in the league of Punjab of 70's is needed immediately. These awards may bring an unparalleled glory to the state like never before. To popularise the state later on special **Future Stars Awards** for categories of Irrigated Farming, Dry-land Farming, Dairying, Poultry, Floriculture, Pisciculture, Horticulture, Precision Farming, Agriculture Produce Processing, Apiculture etc. can be constituted.

Others (Arts and Culture, Conservation of traditional wisdom, Revival of Handicrafts and handlooms, Alternative tourism, Accessibility, Cuisines, Alternative Medicines, Educational initiatives etc.)

Future Stars Awards will like to be an innovator in recognising the young talent and thus this category has been instituted. This brings a certain flexibility to the whole system and allows recognition of Unsung Heroes of the state. As indicated in the suggestive list there can be many men and women in such categories who despite their best intentions, efforts and results have hitherto been missed out. The emergent Young AP must bring kudos to them **(Refer:** Lok Kabi Ratna Haldhar Nag from Odisha gets Padma Shri)

Periodicity

1. **Future Stars (**Andhra Pradesh Youth Innovation and Entrepreneurship Award) is Annual.
2. Every year on 12th January (National Youth Day) **Future Stars Awards** will be opened and applications will be received till 30th September of that year.
3. The list of winners will be declared on 15th December.
4. **Future Stars Awards** will be distributed on 12th January of subsequent year.

Eligibility/who can apply

Future Stars Awards is open to all Young women and men between 18 and 35 years from all parts of the state of Andhra Pradesh. Recommendations from a youth led for-profit and or non-profit organization, or a business or entity that aims to improve youth livelihoods and better serve their communities with accomplishment in any of the above **Future Stars Awards** Categories are welcome.

Criteria and Considerations

There will be District Level Award Jury constituted every two years for finalising the applicants under awards. The jury in each district may be constituted as follows:

1. District Collector – "**Chairman of Annual Future Stars Awards Jury"**
2. District Youth Welfare Officer/CEO, STEP – Member-Convenor
3. An expert panel of 6 jurors (to have members from the **Future Stars Awards** categories @one per category)
4. Lead Bank Manager + District Development Manager of NABARD from the districts
5. Two representatives from Small, medium and cottage industries of the district
6. Vice Chancellor or a nominated Professor or a Scientist from local or nearby University
7. 2 representatives from Social development Sector (NGOs, Social Media, Cooperatives etc.)

State Level:

1. Special Chief Secretary, YAT&C(S&YS) Department, GoAP - Chairman
2. Special Commissioner & Managing Director, APSTEP - Member-Convenor
3. An expert panel of 6 jurors (to have members from the **Future Stars Awards** categories @one per category)
4. GM, SLBC + AGM, NABARD - Members
5. Vice-Chancellor/Nominated Professor or Scientist from local University - Member
6. 2 representatives from Innovation Society of A.P., FICCI - Members
7. representatives from social development sector (N.G.Os, Social Media, Cooperatives etc.,) - Members

The emphasis in judging applicants for the **Future Stars Awards** will be on how effectively the innovation addresses it's stated objectives, which may be to improve efficiency, increase job creation and achieve environmentally sustainable goals. Verifiability is also a factor. Specifically, the evaluation criteria that will guide the technical committee and the jury are as follows:

1. **Originality of the innovation:**

a. Is it a new concept or a variation of an existing idea?
b. Is it unique to the specified area or adapted from elsewhere?
c. Was it conceived and developed independently or was it in cooperation with others?

2. **Impact of the innovation:**

a. Will it make a fundamental positive change in youth development processes or simply a minor adjustment? How impactful will the change be in the promotion of youth development: will it be fundamentally profound or superficial and momentary? Will it be multifaceted or specific?
b. Will its impact be on multiple operational areas or just one specific area?
c. Does it have the potential to reach and impact multitudes? Is it possible to upscale?

3. **Practicality of its application:**

a. Will it be readily integrated into an existing initiative, process or product?

b. Will it be cost-effective to implement?
c. Does its implementation present any risk / uncertainty? What is the risk factor involved? Will it's implementation lead to scepticism or will it be embraced wholeheartedly?

4. **Sustainability of the initiative/innovation:**

a. Does the innovation lead to long lasting impact on youth/economic empowerment?
b. Can the development approach be applied to similar problems / opportunities?

5. **Applicability**:

a. Is this an innovation that that will uplift the livelihood and living standards of diverse youth groups? Can it be replicated in a different contexts or setups?
b. How have others learnt or benefited from the initiative?

6. **Reliability**– Is this innovation easy to replicate and has the capacity to be scaled up in different setup. This is a key evaluation criterion.

Submission Process

i. Applications for projects/organizations/entities shall be submitted in accordance with the prescribed format.
ii. Applicants are strongly encouraged to submit as comprehensive and verifiable information as possible, preferably in electronic form
iii. Submissions shall be made in English. Applicants are strongly advised not to use automatic translation.
iv. Submitters are encouraged to include the following optional supporting materials that can enhance verifiability:
    a) Articles appearing in newspapers, professional journals, newsletters or other publications;
    b) Digital standard format videos less than 10 minutes in length;
    c) Photographs and/or other graphic material;
    d) Brochures or other promotional material
v. Submissions shall be sent to the concerned District Youth Welfare Officers/CEOs of STEP at district level through offline/online.

vi. All submissions received will be acknowledged.

Andhra Pradesh Youth Innovation and Entrepreneurship Award 2016-2017 Schedule

Registration and Submissions will be made in accordance with the requirements provided on the Website and the following timetable

Launch of Innovation Award	15th September, 2016
Deadline for submission of the Projects	30th October, 2016
Screening and finalisation of winners	31st December, 2016
Youth Innovation Award Winners announced etc.	1st January, 2017
Publishing list of winners on newspapers, social media, websites	2nd, 3rd and 4th January, 2017
Awards (Future Stars) Ceremony in district headquarters and state capital	26th January, 2017 (Republic Day)

L.V.SUBRAHMANYAM
SPECIAL CHIEF SECRETARY TO GOVERNMENT

// ATTESTED //

SECTION OFFICER